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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

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THE WAR AGAINST STARVATION. . . . In line with the President's 9-point program to save bread and other foods, USDA, the Departments of Commerce and State, and other government agencies, under the leadership of the Office of War Mobilization and Reconversion, are inaugurating an intensive educational campaign to bring the facts of the world food crisis before all the people and enlist their cooperation.

The 9 measures of the President's program contained in his statement to the press on February 6 (see USDA Press Release 261) are briefly as follows:

1. A vigorous campaign to secure the cooperation of consumers, retailers, and bakers to conserve food, particularly bread.
2. Discontinuing the use of wheat in alcohol and beer and limiting use of other grains for this purpose--20 million bushels to be saved in this way by June 30.
3. Extracting a bigger percentage of flour from wheat and limiting distribution of flour, thus saving 25 million bushels of wheat by June 30.
4. Controlling inventories of wheat and flour so as to hold the amount for civilian use to a minimum.
5. Giving specific preference to rail movement of wheat, corn, meat, and other essential foods.
6. Controlling exports of wheat and flour so that it will go to places of greatest need.
7. Increasing exports of meat, fat and oils, and dairy products, especially cheese and evaporated milk.
8. Providing additional ships for moving Philippine copra (to produce coconut oil).
9. Conserving grain used for feeding livestock.

Polls of public opinion show that the American people are overwhelmingly willing to reduce their own food consumption to prevent starvation in Europe; the educational campaign is, therefore, likely to meet with little "sales resistance." Various means of getting the story to the people are now in preparation and copies of fact sheets and the like will soon be available. Watch for them.

SECRETARY ANDERSON has just made a newsreel statement for three newsreel companies on the world food crisis and President Truman's program to save food. "Only super-human effort, now," he said, "can prevent mass starvation in many lands."

COTTON MEETING PLANNED. . . . Secretary Anderson speaking at a meeting of the Association of Cotton Textile Merchants, New York City, on February 1, (Press Release 209) said that a meeting will be held in Washington soon to see what can be done about increasing production of cotton goods. Representatives of cotton manufacturers, USDA, OPA, Civilian Production Administration (formerly WPB), and other interested government agencies will attend. The meeting will probably be called by CPA. "From the longer-range standpoint," the Secretary said, "the Department of Agriculture recently undertook to gather from all sources a complete inventory of the status of cotton research so that we could appraise the situation, get the benefit of all new ideas, and find where research needs to be improved--where it can profitably bring more effort to bear. . . . We are hoping to be able to review the whole situation with the contributing research agencies sometime next month. . . . The war experience proved the ability of the whole industry to produce fantastic quantities of war goods. We have yet to prove our ability to distribute in peacetime a similar abundance of goods. That is the challenge of the future. . . .," the Secretary concluded.

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EGG FACT SHEETS IN THE MILL. . . . Three fact sheets on eggs are being prepared by PMA in anticipation of the seasonal period when eggs are abundant. One is for producers, one for the trade, and the other for consumers. Other radio, visual, and press aids for emphasizing the nutritional value of eggs will be ready for distribution when the release date for the fact sheets is determined.

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RADIO - FEBRUARY 16. . . . CONSUMER TIME, NBC, 12:15 p.m., EST. "Better Health for Rural America." A dramatized program.

NATIONAL FARM AND HOME HOUR, NBC, 1:00 p.m., EST. Summary of news developments in the USDA, for farmers: five-minute feature entitled "Department of Agriculture Headlines."

AMERICAN FARMER, ABC, 12:30 p.m., EST. Features USDA weekly report for farmers called "The Business Side of Farming."

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OPEN LETTER TO N. CAROLINIANS. . . . At the invitation of Publisher Josephus Daniels of The News and Observer, Raleigh, N. C. an open letter from Secretary Anderson will appear in the annual farm edition of that newspaper February 18. It will be on the general subject of agricultural prospects for 1946 and after.

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FAO MEETING PLANNED. . . . Sir John Boyd Orr, Director General of FAO, is calling a meeting of the organization's Executive Committee in Washington some time during March. On the agenda for discussion are various problems and the status of the "world balance sheet" of major commodities which is being prepared country by country and commodity by commodity.

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AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . Jan. 31, the House received appropriation estimates of \$4,483,000 for Forest Service, \$500,000 for water facilities, and \$350,000 for BE&PQ, and a proposed \$100,000,000 loan authorization for REA; Feb. 1, the Senate Civil Service Committee reported a bill authorizing health programs for Federal employees; Feb. 4, the House passed a measure extending subsidy authorizations to the 1946 crops; Feb. 5, the Senate Agriculture Committee reported a bill increasing penalties for over-quota tobacco and authorizing reduction in tobacco quotas; the Senate Appropriations Committee reported the appropriation rescission bill which is the same as the recently vetoed bill so far as USDA is concerned; the House received appropriation estimates of \$1,000,000 for water facilities and \$144,000 for spruce budworm investigations, and a request for a \$25,000,000 increase in the limitation for the school lunch program; Feb. 6, the House Agriculture Committee reported the Flannagan Agricultural Credit Agency bill; the House agreed to a modified full employment bill which had been reported by the conference committee.

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ANNUAL AAA REPORT. . . . The annual report of AAA for the year ended June 30, 1945, by N. E. Dodd, former Chief of AAA, and Director of the Field Service Branch of PMA since it became a part of that agency in August 1945 is out. Mr. Dodd points out that county committees administered 21 separate parts of the farm program during the 1944-45 year at an estimated cost of 27.8 million dollars as compared with 10 parts of the farm program and 45.5 million dollars in the fiscal year 1939-40.

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THE ANNUAL REPORT OF OMS is also out. Director C. W. Kitchen states in his message to Secretary Anderson submitting the report that "It covers only work done during the full (1945 fiscal) year in the performance of those functions that were transferred in the middle of the year from the Office of Distribution to the Office of Marketing Services. Moreover, it excludes work done in the performance of functions that during the last half of the year were transferred from the Office of Marketing Services to other Department agencies."

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THE 1945 SEED HARVEST. . . . In spite of unfavorable weather farmers, in 1945, harvested a record acreage of the 6 major seed crops--alfalfa; red, alsike, and sweet clover; lespedeza, and timothy. Over 4.9 million acres and 526 million pounds were harvested as compared with 3 million acres and 420 million pounds in 1942, the low point in seed production. The highest increase was 65 percent in red clover. Government payments up to \$3.50 an acre were paid farmers for harvesting these seeds.

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DEWITT C. WING, former farm paper editor for USDA, has accepted the position of information director for the Aberdeen-Angus Breeders' Association, Chicago. He was with the Department from 1933 to 1944, inclusive.

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USDA RELEASES OF SPECIAL INTEREST. . . . Wheat loans in 22 States called on March 1 to get more wheat to mills; purchase dates advanced from May 1 to March 1--218; Interim arrangement brings 1946 Cuban sugar to U. S.--221; 1946 program for processed vegetables announced by OPA and USDA--231; British Embassy sponsors visit of three Indian engineers for REA study--232; Container shortage pointed out, USDA advises place orders early--247; Combined Food Board allocation of dried fruit, 1945-46--248; Schedule of area average prices for vegetables announced--241; USDA to buy frozen whole eggs--252; DDT effective against swine lice in preliminary tests--258; U. S. to get salted fish shipments from Norway, 2 million pounds available--257, and the following addresses by Secretary Anderson:

* Can Cotton Compete--before Association of Cotton Textile Merchants*
* New York City, Feb. 1--209; Beef Cattle and the Feed Situation--on*
* National Farm and Home Hour, Feb. 2--228; Opportunities in Appe- *
* tites--before National Canners Association, Atlantic City, N. J., *
* Feb. 5--224; Agricultural Markets and Marketing--before National *
* Association of Commodity Exchanges and Allied Trades, Inc., *
* Feb. 4, at Washington, D. C.--242. *
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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE. . . .Live cattle and calves slaughtering regulation amended to reduce possibility of evasion--OPA-T-4152; Ceiling prices for egg cases increased to permit broader production--OPA-6233; Slight increase in sugar prices--OPA-6235; Enforcement program to reduce black market sales of meat extended--OPA-6229; Price control exemption extended on "stock pile peanuts"--OPA-T-4155; Civilian Production Administration announces that tinsplate must be channelled into the production of containers for perishable and seasonable foods during the present steel strike and for a considerable period thereafter--CPA-172; Stabilization Administrator Collet announces that general level of income returns to milk producers will be maintained this year at the same level as in 1945--OSA-13.

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BEEF CATTLE AND FEED were discussed by Secretary Anderson February 2 on the National Farm and Home Hour radio program (Press Release 228). He said that there had been normal shipments of hogs, sheep and calves to most markets since the reopening of the packing plants but that farmers, feeders, and shippers had held back on the number of cattle shipped. He urged increased marketing of beef cattle for various reasons including the short supply of feed. "Let me repeat these suggestions," he said, "which I believe are urgently important from now until the 1946 grain harvest starts: feed less grain to hogs and beef cattle; cull poultry flocks; raise fewer chickens and turkeys this year; in accordance with the 1946 production goals and above all--market farm animals when they are ready for market. By doing these things, farmers can make our grain supplies produce the greatest possible amount of food."

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